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## A Fresh Look at Healthy Fundraisers for Schools



Lake County  
General Health District



**Public Health**  
Prevent. Promote. Protect.

**Disclaimer:** The Lake County General Health District and ACHIEVE do not endorse the businesses mentioned in this guidebook, nor is this a complete list of all companies providing these products and services. Information is provided for the convenience of readers.

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## Why Healthy Fundraising?

The role of schools in shaping these positive behaviors is especially important as an obesity epidemic sweeps the nation – 31% of U.S. school-age children are over-weight or obese. In Lake County, the problem is just as serious – 28% of third grade students are over-weight or obese.

Fundraising that involves students and their families are common ways for schools to bring in needed funds. Unfortunately, these fundraising efforts may involve selling foods high in fat, sugar, salt, and calories – creating a mixed message in schools trying to teach positive lifestyle habits.

This guidebook aims to help schools find fundraising options that meet their needs and support the health of children and adults in their communities.



## FRUIT BASKETS

- Great way to raise funds.
- During the holidays.
- Helps families celebrate in a healthier way.

<b>Product</b>	Gift boxes of apples & citrus fruit
<b>Cost to School</b>	\$12 - \$20 per half-carton (20 lb. box) \$20 - \$40 per full carton (40 lb. box)
<b>How to Price &amp; Estimate Profit</b>	Suggested mark-up for re-sale: \$3 - \$5 per half-carton \$5 - \$8 per full carton Estimated profit: \$500 - \$800 for 100 boxes
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a fruit company of choice and request an informational packet. Local resources are listed below.</li> <li>2. Request free promotional material (posters, catalogs &amp; collection envelopes).</li> <li>3. Students collect catalog orders from family, friends and neighbors.</li> <li>4. Most companies require a minimum of 100 boxes for delivery.</li> <li>5. No payment is made up front; the school completes and authorization contract with the company. Payment is due 15 days after the fruit is delivered.</li> <li>6. Fruit sales are based on holiday schedules – plan accordingly.</li> </ol>
<b>Note</b>	On delivery day, unloading the delivery at the school will require extra help. Be sure to alert parents about the pick-up day.

### Edible Arrangements

8644 Mentor Ave.  
Mentor, OH 44060  
440.255.6824

### Feren Fruit & Gift Basket Co.

7784 Reynolds Rd.  
Mentor, OH 44060  
440.946.4180

#### Do-It-Yourself

Get parents to volunteer.  
Buy fruit & decorative supplies in bulk.

## GIFT CATALOGS

- Non-food gift catalogs.
- Sales will help grow school accounts without growing the waistlines of friends and family.

<b>Product</b>	Non-food items: candles, jewelry, stationary, greeting cards, plants, flowers, etc.
<b>Cost to School</b>	\$10 - \$30 per item
<b>How to Price &amp; Estimate Profit</b>	No mark-up is necessary – catalog prices as marked generate a profit. Schools keep between 35% and 50% of total sales.
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a catalog company of choice and request an informational packet. Resources are listed below.</li> <li>2. Be sure to request non-food catalogs.</li> <li>3. School staff sets the timeline and publicizes the type and length of the sale and distributes sale materials.</li> <li>4. Students collect catalog orders from family, friends and neighbors.</li> <li>5. School staff plans the sale celebration, awards for top sellers and meets with the salesperson to finalize the payment.</li> </ol>
<b>Note</b>	On delivery day, tracking the orders and distributing them appropriately will require extra help. Be sure to alert parents about the pick-up day.

### **Big Apple Fundraising, Inc.**

411 Airport Executive Park  
 Nanuet, NY 10954  
 800.369.2451

### **Cherrydale Farms**

Allendale, PA  
 800.570.6010

### **Sally Foster**

707 Summer St.  
 Stamford, CT 06904  
 866.283.5817

#### **Important!**

Catalog companies may indicate that non-food items will not sell as well, but insist on non-food catalogs for the health of your school community!

## PHOTO DAYS

- Family photography and event photography.

<b>Product</b>	Photos
<b>Cost to School</b>	\$10 - \$30 per item
<b>How to Price &amp; Estimate Profit</b>	Elementary schools keep between 20% and 25% of total sales (profits vary for middle schools and high schools).
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a photographer, describe school type, size and location, and arrange a photo date. Local resources are listed below.</li> <li>2. Promotional material will be provided. The school will promote the event prior to the date.</li> <li>3. Friends and family order packages and the school collects the money raised.</li> <li>4. School settles account with the photographer.</li> </ol>
<b>Note</b>	On delivery day, tracking and distributing the orders appropriately will require extra help. Be sure to alert parents about the pick-up day.

### Thoughtful Images

1525 Madison Ave. #2  
Painesville, OH 44077  
440.354.5900

### MK Photography

9570 Mentor Ave.  
Mentor, OH 44060  
440.639.1152

### Digital Photography

Take photos of school events all year.  
Turn memories into money for your school.  
Create yearbooks and sell to families.

## SCRATCH CARDS

- Quick and easy way to collect money.
- Simple way for families to save when shopping.

<b>Product</b>	<p>Students receive a pre-printed card with 50 scratch-off circles with the hidden amount to be donated, ranging from 50 cents to \$4.00. They will then ask family and friends to “scratch-off” to determine their donation. Once all 50 circles have been scratched off, the fundraising card produces \$100 in donations.</p> <p>As a “thank you” for the donation, the donor receives a sheet of 10 discount coupons to different stores.</p>
<b>Cost to School</b>	\$20 per card; options for no up-front money are available.
<b>How to Price &amp; Estimate Profit</b>	80%-100% profit; estimated yield is \$5,000-\$10,000.
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a company that produces “scratch-offs” and request an informational packet. Resources are listed below.</li> <li>2. Scratch-off cards will be distributed to students who solicit contributions and distribute coupon sheets.</li> </ol>
<b>Note</b>	Parent associations have suggested collection partial payment from parents in advance and collect donation amounts for the school. See Appendix A and B for tools to secure coupons.

### ABC Fundraising

1348 Lucile Ave. #1  
 Los Angeles, CA 90026  
 800.368.5343

### Scratchers.com

1310 Route 9  
 Champlain, NY 12919  
 888.800.9506

### Justfundraising.com

1310 Route 9  
 Champlain, NY 12919  
 888.440.4114

#### Make Fundraising Healthy!

Avoid coupons that promote pizza, fast food, soda, etc.

If using local vendors, think about popular non-food businesses – gyms, sporting goods stores, salons, etc.

If food is wanted on coupons, use local farmers' markets.

## TURN STUDENT ART INTO KEEPSAKES

- Mouse pads, t-shirts, coffee mugs, tote bags, etc.
- Print students' artwork on these items while raising money for the school.
- Projects can be linked to art or curriculum-based activities.

<b>Product</b>	Sell personalized items printed with your child's artwork.
<b>Cost to School</b>	Cost varies; several items cost less than \$10 when sold.
<b>How to Price &amp; Estimate Profit</b>	About 25% of total sales.
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a company and request an informational packet. Resources are listed below.</li> <li>2. Make arrangements with teachers to organize student art-making sessions.</li> <li>3. Return art in pre-paid envelope with class roster.</li> <li>4. Finished products are returned to school in 4-6 weeks.</li> <li>5. Bill directly or through school coordinator.</li> </ol>
<b>Note</b>	Sale projects can be done as a class or grade level event and linked to other art or curriculum-based projects.

### Art to Remember

5535 Macy Dr.  
Indianapolis, IN 46235  
800.896.8777

### Original Works

54 Caldwell Rd.  
Stillwater, NY 12170  
800.421.0020

### Silver Graphics

920 Albany St.  
Schenectady, NY 12307  
866.366.5700

### Square Art 1

5470 Oakbrook Pkwy. Suite E  
Norcross, GA 30093  
888.332.3294

### Turn Class Projects Into Holiday Sales

Classroom art can be turned into merchandise that parents will want to purchase to give as a holiday gift.



## BEADS AND TRINKETS

- Merchandise that promotes special school days and school spirit.
- Encourage students to wear beads or special hats.
- Sold at the school to supports school-wide or grade-specific activities.

<b>Product</b>	Beads, trinkets, novelty shoe laces, etc.
<b>Cost to School</b>	Prices vary; about 40 cents-\$2 per item.
<b>How to Price &amp; Estimate Profit</b>	Beads: necklaces can be purchased for as little as 7 cents each and re-sold for \$1. Profit is 80%-84% per case of beads. Novelty shoe laces: with \$2 per pair and re-sold at \$4, estimated yield is \$500-\$2,500
<b>How to Do It</b>	<ol style="list-style-type: none"> <li>1. Call a company and request an informational packet. Resources are listed below.</li> <li>2. Organize the sale event.</li> <li>3. Distribute event materials.</li> <li>4. Collect payment and return to the company at the end of the semester.</li> </ol>
<b>Note</b>	Sale projects can be done as a class or grade level event and linked to holidays, celebrations or curriculum-based projects.

### **B.G. Beads**

3553 St. Albans Rd.  
Cleveland, OH 44121  
888.276.6299

### **Oriental Trading**

P.O. Box 2308  
Omaha, NE 68103  
800.348.6483

### **Y-Ties**

P.O. Box 7524  
Boulder, CO 80306  
888.969.8437

### **Celebrate the School Community!**

Designate days on the school calendar to have fun and raise money. Sell low-cost items for special days; i.e. the 100<sup>th</sup> Day of School, Silly Hat Day, Mardi Gras and more!

## SCHOOL LOGO MERCHANDISE

- Imprinting the school logo on merchandise promotes school pride.
- Many items can be purchased in bulk at significant discounts.
- Sell at special events: meetings, curriculum night, parent-teacher conferences, holiday sales, etc.

<b>Product</b>	Clothing: sweatshirts, t-shirts, sweat pants, hats. Food: containers, water bottles. School supplies: pencils, pencil pouches, notebooks, binders. Accessories: key chains, magnets, picture frames, cups, plates, bowls. Exercise equipment: stretching bands, balls, jump ropes.
<b>Cost to School</b>	Cost varies; ranging from 50 cents - \$10.
<b>How to Price &amp; Estimate Profit</b>	Pricing and profit depend on mark-up at school's discretion.
<b>How to Do It</b>	Browse websites and determine what merchandise will sell best. Contact vendors to initiate the production and purchase. Local resource below.
<b>Note</b>	The school orders and purchases the items in advance and monitors sales closely to make a profit. Find secure areas in the school to store merchandise and money.

### Vector Screen printing-Embroidery

7404 Tyler Blvd.  
Mentor, OH 44060  
440.942.2002

#### Go Green With your School's Logo

Schools can make a buck and save the environment with reusable bags that highlight school spirit.

[www.chooseearthbags.com](http://www.chooseearthbags.com)

[www.bagsontherun.com](http://www.bagsontherun.com)

#### Healthy Snack Containers

Sell reusable snack containers with a health-promoting message and school logo to promote the school's healthy snack policy.

Containers can be purchased for under \$3 each in quantities of 500+ and re-sold for \$4-\$5 at school events.

## “A-THON” FUNDRAISERS

- Raise money while promoting healthy, educational activities.
- Money is raised by collecting pledges from friends and families for an activity such as a bike-a-thon, a read-a-thon or a bowl-a-thon.
- Both students and adults may be involved.

<b>Product</b>	Pledges for an organized activity over a certain period of times that involves a group or individual activity.
<b>Cost to School</b>	A small amount of money will be required for promotional materials (flyers, posters and collection envelopes).
<b>How to Price &amp; Estimate Profit</b>	Pledges are priced based on the activity involved and the length of the “a-thon”. For example: \$1 per mile biked in a bike-a-thon. Profits vary depending on the length of the “a-thon” and the contributions.
<b>How to Do It</b>	<p>Select an activity that runs over a specific time period; establish a pledge.</p> <p>Group A-Thons</p> <ul style="list-style-type: none"> <li>○ Bowl-a-thon</li> <li>○ Read-a-thon</li> <li>○ Dance-a-thon</li> <li>○ Walk-a-thon</li> </ul> <p>Individual-A-Thons</p> <ul style="list-style-type: none"> <li>○ Read-a-thon – everyone pledges to read daily for a month.</li> <li>○ Climb-a-thon – pledge to take the steps instead of the elevator.</li> <li>○ Water-a-thon – pledge to drink water instead of soda, juice or energy drink.</li> </ul> <p>Organize the Event</p> <ul style="list-style-type: none"> <li>○ Pick a date at least three weeks in advance of the start of the event.</li> <li>○ Promote the event with flyers to parents, hang posters up around the school, make announcements over the PA system, and send out school newsletters.</li> <li>○ Raise funds by collecting pledges in advance.</li> <li>○ Consider asking local businesses for donations in cash or healthy snacks in exchange for advertising at the event.</li> </ul>
<b>Note</b>	There are no vendors to contact for these events – talk to staff, parents and students to coordinate dates and for ideas on fun activities. See Appendix C for generic “a-thon” pledge forms.

### Design Your Own “A-Thon”

Ask teachers, students and parents for ideas on fun and interesting “a-thons” that everyone can participate in.

## SCHOOL STORES

- A convenient way for parents and students to purchase school supplies and fun items while raising money.
- Stores do not need a specific location; merchandise can be sold from carts, tables or in the school lobby.

<b>Product</b>	Schools can sell a variety of products.
<b>Cost to School</b>	The school purchases items in advance, monitors sales closely to determine what items sell best and the profit.
<b>How to Price &amp; Estimate Profit</b>	The amount of mark-up and resulting profit depends on the school's buying/selling policies.
<b>How to Do It</b>	Browse websites for merchandise to sell. Contact the vendors and begin the purchasing process. Resources are listed below.
<b>Note</b>	Find secure areas in the school to store the merchandise and cash. Consult Geddes (below) for tips on starting a school store. See Appendix D for ideas.

### **Oriental Trading**

[www.orientaltrading.com](http://www.orientaltrading.com)

800.348.6483

### **Dollar Days**

[www.dollardays.com](http://www.dollardays.com)

877.837.9569

### **Staples**

[www.staples.com](http://www.staples.com)

800.378.2753

### **Geddes**

[www.raymondgeddes.com](http://www.raymondgeddes.com)

888.431.1722

### **Classroom Direct**

[www.classroomdirect.com](http://www.classroomdirect.com)

800.628.6250

### **OfficeMax**

[www.officemax.com](http://www.officemax.com)

800.283.7674

### **Back-to-School Fundraiser Ideas**

Order back-to-school supplies in bulk for discounts. Have parents purchase class package of supplies directly from school – this is convenient for parents, ensures students have correct supplies and it makes money for the school. Sell fun pencils in the school store or prior to test time; companies have many products to promote pencil use.

- Low-cost for students to purchase.
- Easy sale for school to host.

[www.smencils.com](http://www.smencils.com)

[www.pencilexpressions.com/fundraiser.html](http://www.pencilexpressions.com/fundraiser.html)

## SCHOOL FUNDRAISING ONLINE

- Cash-back programs send money back to your school for purchases that families are already making.
- Programs will not generate a large amount of money, but can provide schools with incremental checks of \$25-\$75 each month to support smaller school initiatives i.e. class parties, office supplies.

Product	Vendor	Money-to-School	How-To	Special Note
Cash-back from purchases	School PAX 877.724.5729 www.schoolpax.org	Refund tallied monthly	Request info. packet.  Schools earn cash-back from every purchase at participating stores.	The buyer must present sponsor keychain for credit.
Cash-back from purchases	Target: "Take Charge of Education" 800.316.6142 www.target.com/tcoe	Schools have to accrue \$25 for a check to be issued.	Parents apply for Target REDcard.  Enroll school in Take Charge of Education program.  Target will donate up to 1% of Target REDcard purchases to chosen school.	School must enroll <b>and</b> shoppers must designate which school to receive Target cash-back.
Recycle	Cartridges for Kids 800.420.0235 www.cartridgesforkids.com	Depends on the type of product and quantity.	Request info. packet.  Set up collection station at school.  When 20-40 lbs. have been collected, print free FedEx label & schedule pick-up.  Refunds generated on a monthly basis.	Use as a kick-off to <i>America Recycles</i> Day, Nov. 15, or Earth Day, Apr. 22.
Various	Box Tops for Education 888.799.2444 www.boxtops4education.com	Refund tallied monthly; limit is \$60,000 (\$20,000 per program)	Request info. packet.  Schools are eligible to participate in 3 programs:  Clip: UPC redemption  Marketplace: schools earn 2%-5% with each online purchase at specific participating stores  Reading Room: earn 6% on new book purchases and 3% on all other purchases for school.  Refunds are generated monthly.	

## APPENDIX A

## How to Secure Local Vendors for Scratch-Cards:

1. Approach local vendors with a letter (below) and vendor agreement.
2. Send vendor agreements back to fundraiser– they print the coupons and the cards.

### **SAMPLE LETTER**

(On school letter head)

Date

Dear Business Owner:

Our school is working on fundraiser alternatives that both make money for the school and are healthier options opposed to candy and bake sales.

Neighborhood schools have had great success with Fundraising Scratch-Card program, which allows schools to raise money while supporting local stores through distribution of coupons. When someone makes a donation to the school, the donor receives a sheet of coupons offering incentives for shopping at local businesses such as yours. You honor the coupon when the donor comes to shop at your store.

We are asking local businesses to participate with a coupon offer. You decide what to offer i.e. \$1 off, buy one/get one, etc. Fundraising will produce a customized card for each school with local vendor coupons attached.

If you are interested, please complete the application form, indicating what the coupon offer will be for your business. There is no cost to you for the coupon – our school will do the advertising for you.

If you have any questions, feel free to call our school office at [school phone] and speak with [school contact]. Thank you!

Sincerely,

[School Administrator]

## APPENDIX B

### Local Merchant Agreement

\_\_\_\_\_ agrees to honor the following:  
(Local Merchant)

Coupon offer:

Expiration date:

Address:

Merchant signature:

Date:

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Use the space below to attach any artwork, logos or graphics. Local merchant only needs to provide the coupon offer. Fundraising will prepare the coupon layout.

Note: Coupons will be printed on yellow paper with black ink.

## APPENDIX C

### School "A-Thon" Pledge Form

#### Our School's [insert activity] A-Thon Pledge Form

Name:
School:
Fundraising goal: [#]x[activity]x[money amount]
Total:

*Please help me reach my fundraising goal by sponsoring the activity below:*

Donor Name	Address	Phone	Amount
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			

Total received:	
-----------------	--

\*Please make checks payable to [school name].



## APPENDIX D

### Items Less than \$1 to Sell at School Stores and School Events

Product	Per-piece Cost	Total Cost	Company	Item Photo
Holiday porcupine ball assortment	About 40 cents	\$15.99/50 pieces	Oriental Trading	
Medium bead round necklace	About 22 cents	\$31.99/144 pieces	B.G. Beads	
Stress-free ball	About 80 cents	\$19.99/25 pieces	Oriental Trading	
Flower pencil pouch	About 75 cents	\$8.88/12 pieces	Geddes	
School ruler bookmark	About 15 cents	\$4.99/38 pieces	Oriental Trading	
Mini insect eraser	About 3 cents	\$3.99/144 pieces	Oriental Trading	
Handled jump rope	About 83 cents	\$9.99/12 pieces	Oriental Trading	

## Other Resources

### Healthy Fundraising

[www.healthy-fundraising.org](http://www.healthy-fundraising.org)

### Healthy Fund Raising Ideas Fact Sheet

<http://healthymeals.nal.usda.gov/hsmrs/South%20Dakota/Healthy%20Fund%20Raising%20Ideas.pdf>

### Alliance for a Healthier Generation

[www.healthiergeneration.org/schools.aspx?id=3320](http://www.healthiergeneration.org/schools.aspx?id=3320)

### Fundraiser Insight

[www.fundraiserinsight.org/articles/fundraisinghealthyliving.html](http://www.fundraiserinsight.org/articles/fundraisinghealthyliving.html)

### The Fundraising Bank

[www.fundraising-ideas.com/](http://www.fundraising-ideas.com/)



**Community Partners:**

Cleveland Clinic Family Health Centers

Council on Aging

Crossroads

Lake County Commissioners

Lake County Community Improvement Corporation

Lake County Education Service Center

Lake County Engineers' Office

Lake County Free Clinic

Lake County General Health District

Lake County GIS Department

Lake County Job & Family Services

Lake County Planning Commission

Lake County YMCA

Lake Health

Lake Metroparks

Lakeland Community College

Leadership Lake County

**NEIGHBORING**

Ohio Department of Health

OSU Cooperative Extension Office

Painesville City Local Schools

Painesville Department of Recreation and Public Lands

Starting Point

Steris Corporation

Willoughby Parks and Recreation Department